DELIVERABLE REPORT

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Project Acronym	BALIHT
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Funding scheme	H2020-LC-BAT-2019-2020
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Duration of project	36 months

Deliverable nº and name	D7.1 Project website and social media accounts
Due date of D.:	Month 3, 29 February 2020
Actual date of D.:	Month 3, 28 February 2020
Participant responsible	Sub-action/ AliénorEU

Date of the last version of the Annex I against which the assessment will be made: 30/10/2019

Project coordinator: AIMPLAS

Project website address: www.baliht.eu

Dissemination Level		
PU	Public	√
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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Document history:

Version	Issue date	Content and changes	Editor Partner
1	20/02/2020	First draft version. To be reviewed by the coordinator	ALIENOREU
2	21/02/2020	First draft version. To be completed with partners contributions.	AIMPLAS
3	28/02/2020	Final version with feedback from all partners	ALIENOREU / AIMPLAS

Peer reviewed by:

Partner	Editor and Reviewers
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1. Summary and Objectives

The aim of the Project website and social media accounts is to provide a central point of dissemination of results and to engage stakeholders. The diversity of communication channels will help to reach different targets groups.

Being at the beginning of the implementation of the project, this report summarises the content and structure of the website as well as describing the social media channels. These tools will be key in the communication strategy that will be drafted for M6.

2. Work Progress

2.1. Methodology

In order to develop an efficient dissemination, different tools have been developed so as to reach different target audiences and to carry out various messages.

BALIHT identified the following key communication channels for dissemination:

- **Website**
- **Social media**: Twitter, Facebook, LinkedIn

The selection of these was based on several criteria:

- **Accessibility**: free general access
- **Efficiency**: low costs to reach large audience
- **Usability**: easy to use both for the information provider and the receiver, high flexibility of design and content structure.
- **Synergies**: used by project partners, other EU funded projects, policymakers, journalists, general public, etc

The purpose of these communication channels is to:

- Increase awareness about the project
- Inform about the project latest developments, deliverables or events
- Inform about other developments in link with the subject of energy storage (events, policy developments, research, etc)
- Involve relevant stakeholders (some tools are interactive)
- Support cooperation with other stakeholders working on the same subject

2.2. Detailed description

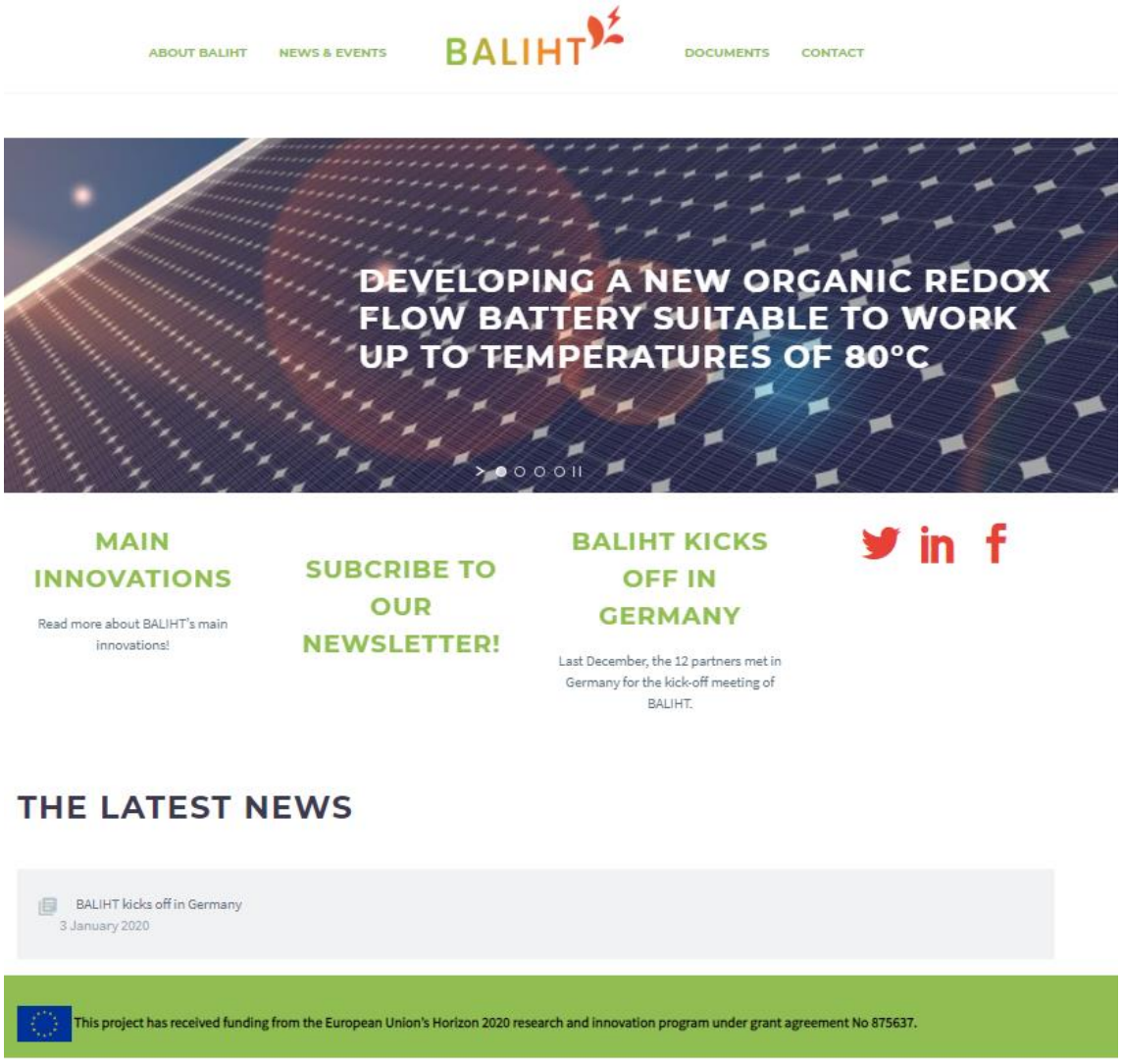
Website

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875637.

WP7 leader worked with a service provider for the creation of a user-friendly website comprising an innovative layout and viable structure valid for the whole project duration. The content has been developed by the WP7 leader.

The url is: www.baliht.eu

The logo and other BALIHT visuals were integrated to the website design.

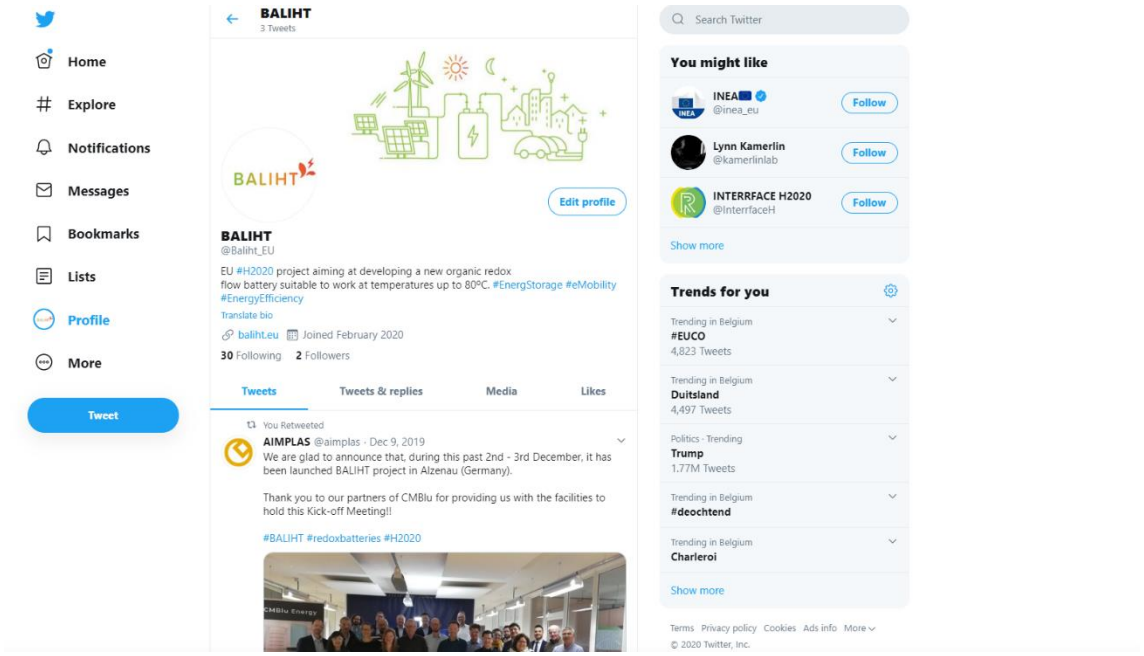


Social media accounts

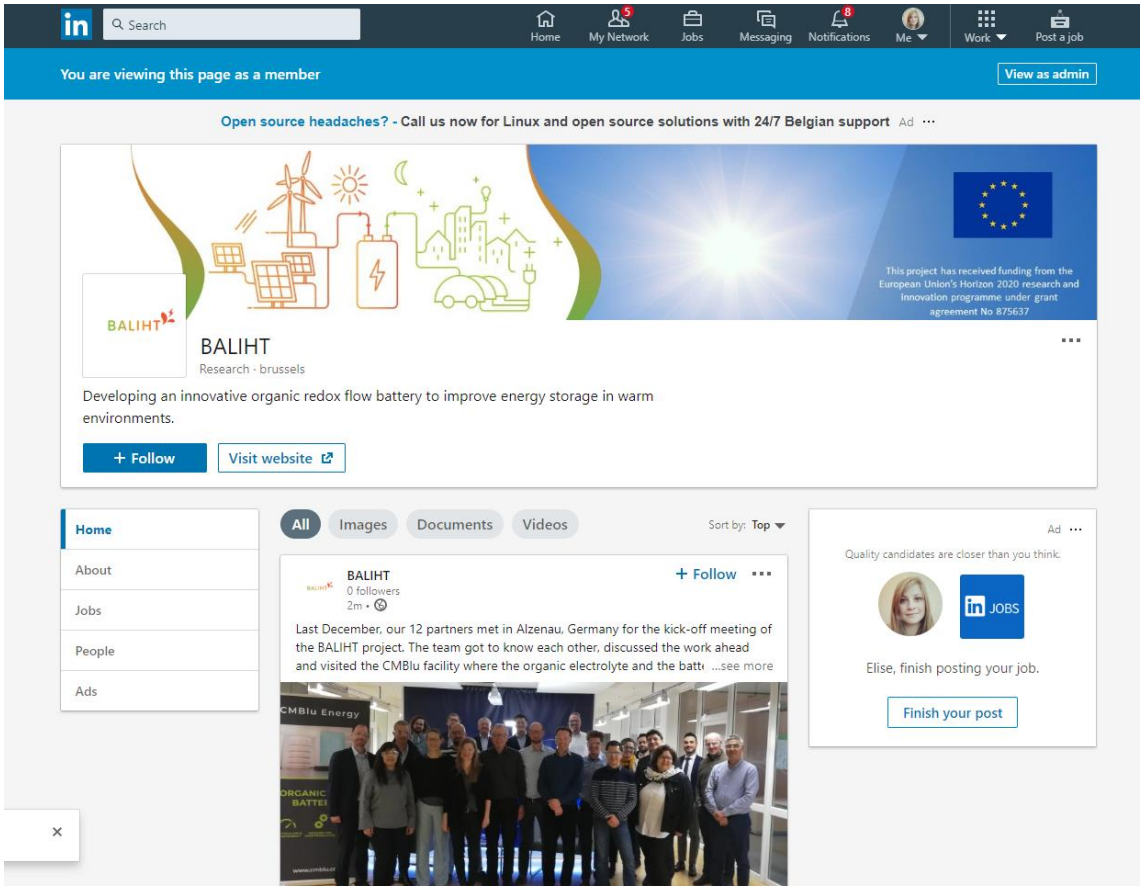
WP7 leader established accounts for BALIHT on Twitter, Facebook and LinkedIn.

The accounts are available here:

Twitter: https://twitter.com/Baliht_EU



LinkedIn: https://www.linkedin.com/company/baliht



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Facebook: fb.me/BALIHT

The logo and other BALIHT visuals were used.

3. Results

3.1. Website

Objectives

The website targets different audiences, e.g. general public, businesses and SMEs, public bodies, scientific and educational organisations, journalists, etc. That is why the information available on the website will be taking different forms to reach different audiences. The "project overview" presents, in an accessible language, the project and its objectives; available scientific articles will be accessible by the research community, the policy brief will allow journalists and public institutions to understand the societal issues at stake, etc…

Day-to-day management

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875637.

The Communication WP leader used the services of a service provider for the creation of the website. The content creation and day-to-day management is entirely managed by the WP7 leader.

All the partners will participate in the website's content by providing up-to-date information and input to the Communication WP leader.

Evaluation and adaptation

The website will be updated weekly with news, articles, documents, events or other elements.

GoogleAnalytics will give an insight about the number and origin of visitors as well as their interests while visiting the different pages. The tools used will respect the GDPR.

Development

The website is running on www.baliht.eu.

The backend (joomla) allows the Communication officer to edit pages and menus.

Graphic design

The design of the website will be developed in line with the Graphical Charter of the project. The design proposition was sent to the partners for approval.

Menu

Relying on "EU Project Websites - Best Practice Guidelines" published by DG research, we have chosen the following structure:

A. Homepage

The Homepage provides a basic overview of the project and of the latest news.

The EU funding is duly acknowledged by the inclusion of the EU logo and the sentence "This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 875637".

The homepage also offers the possibility to see the project's latest Facebook posts and tweets. Direct links to Twitter, LinkedIn and Facebook as well as the possibility to subscribe to the Newsletter are available on the homepage.

At the bottom of the page, all partners are represented through their logo.

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B. About

This page is made of 2 subpages:

- Objectives and results: a general introduction about the challenges, the project objectives, the methodology and expected results.
- Project partners: A list of all BALIHT partners and their information, including links to their respective websites, Partner logo and location through a map.

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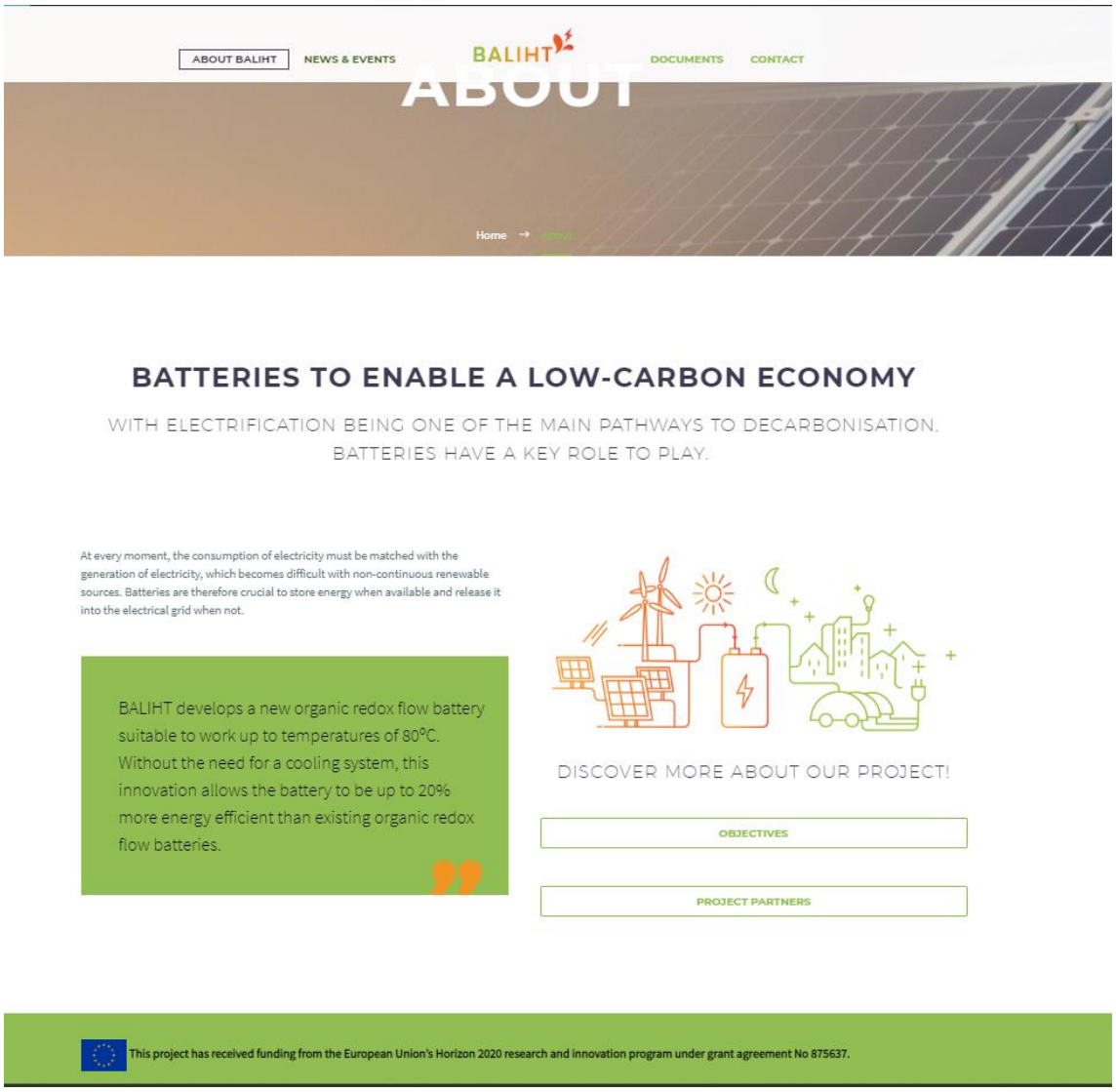
ABOUT BALIHT
NEWS & EVENTS
BALIHT
DOCUMENTS
CONTACT
ABOUT
Home
BATTERIES TO ENABLE A LOW-CARBON ECONOMY
WITH ELECTRIFICATION BEING ONE OF THE MAIN PATHWAYS TO DECARBONISATION, BATTERIES HAVE A KEY ROLE TO PLAY.
At every moment, the consumption of electricity must be matched with the generation of electricity, which becomes difficult with non-continuous renewable sources. Batteries are therefore crucial to store energy when available and release it into the electrical grid when not.
BALIHT develops a new organic redox flow battery suitable to work up to temperatures of 80°C. Without the need for a cooling system, this innovation allows the battery to be up to 20% more energy efficient than existing organic redox flow batteries.
DISCOVER MORE ABOUT OUR PROJECT!
OBJECTIVES
PROJECT PARTNERS
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A BATTERY MADE OF ORGANIC ELECTROLYTES AND INFLATABLE TANKS

UNLIKE OTHER REDOX FLOW BATTERIES, OUR ORGANIC RFB WILL USE LIGNIN AS ELECTROLYTES THAT CAN BE MADE OUT OF PRELIMINARY PRODUCTS WHICH CAN BE OBTAINED OUT OF LIGNIN.

Redox flow batteries are made up of two tanks filled with electrolyte-fluids.

When circulated through two half-cells separated by a membrane, the electrochemical reactions for charging or discharging takes place.

Lignin is a natural and renewable raw material and is available in sufficient amounts from existing pulp production.

In addition, our tanks will be double wall flexible containers with unlimited and modular size which will permit upscaling the battery's capacity.

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AliénorEU – Belgium

AIMPLAS PLASTICS TECHNOLOGY CENTRE
Asociación de Investigación de Materiales Plásticos y Conexas – Spain

CMBlu ENERGY AG
CMBlu Energy AG – Germany

cobra GRUPO
COBRA instalaciones y Servicios S.A. – Spain

etra I+D
ETRA Research & Development – Spain

KONČAR
KONČAR – Power Plant and Electric Traction Engineering Inc. – Croatia

KU LEUVEN
KU Leuven M²S – cMACS – Membrane Technology Group – Belgium

MANN+HUMMEL
MANN+HUMMEL GmbH – Germany

Ports de Balears
Autoritat Portuària de Balears
Autori tat Potuàr ia de Balears – Spain

schunk
Schunk

TECNODIMENSION
Tecnodimension Hinchable, SL – Spain

Universiteit Leiden
University Leiden. Faculty of Science, Institute of Environmental Sciences (ULEI) – Netherlands

C. News and Events

This page will provide news regarding the project and a list of upcoming conferences, workshops, and events (both external and organised by the consortium) which may be of interest for both the partners and stakeholders.

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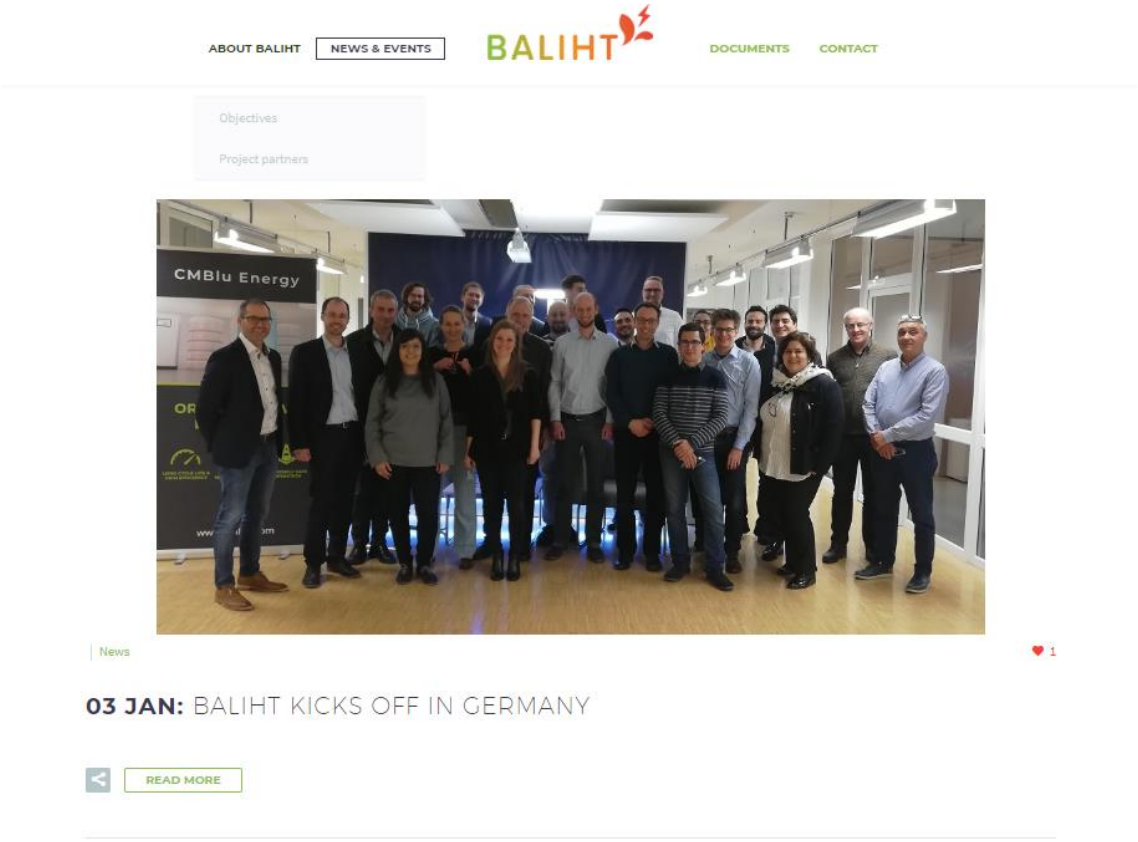

D. Documents

This webpage will host the project's leaflet, press releases, newsletters, policy briefs, guides, etc. It will also show all documents/articles mentioning BALIHT's work.

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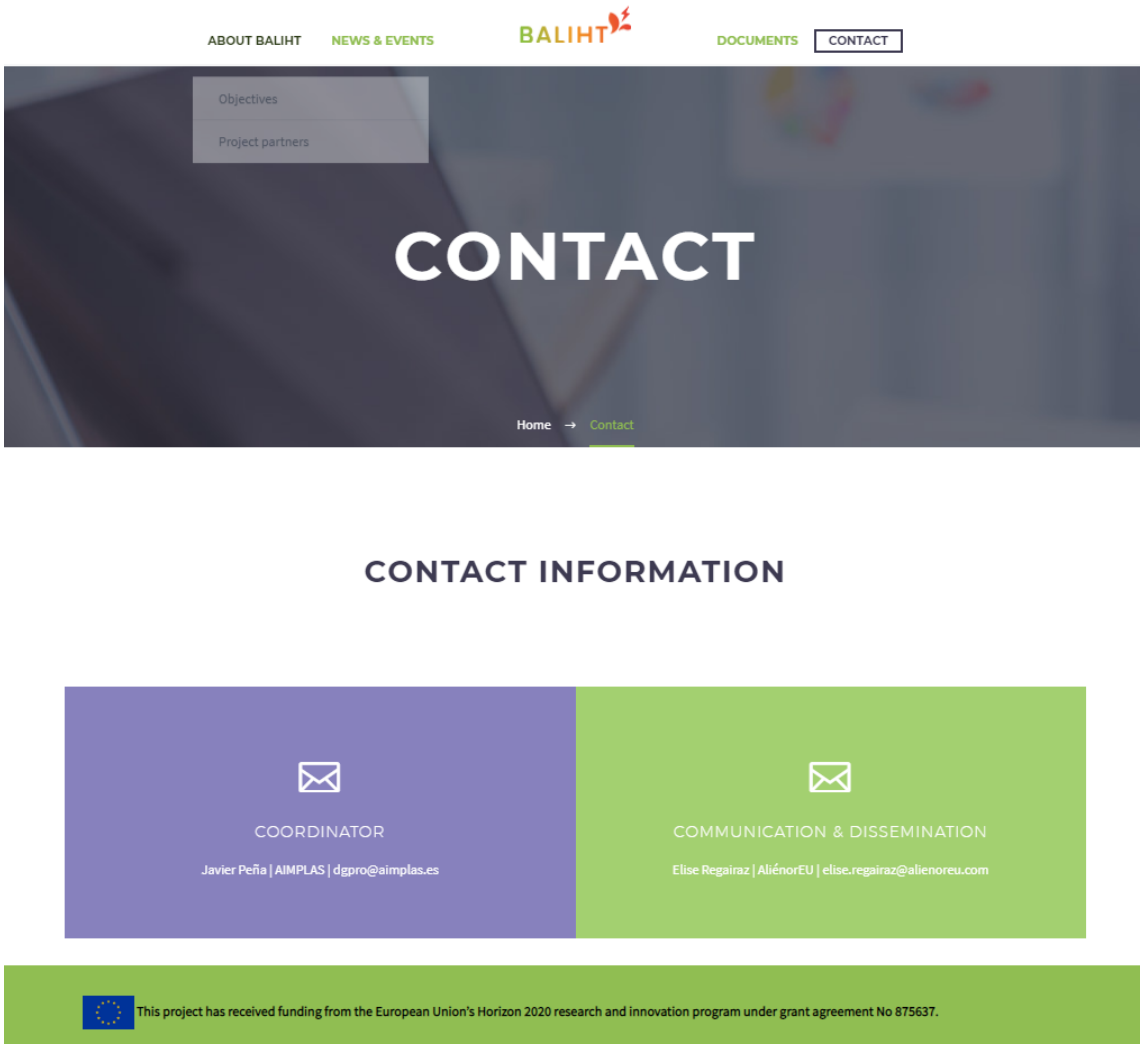
E. Contact

This page allows anyone to enter in contact with our team.



3.2. Social media

Objectives

Social media accounts raise awareness about BALIHT in the online community. Accounts have been created on three major social networks: Twitter, Facebook and LinkedIn.

With its social media presence, BALIHT aims at increasing the project's visibility, the stakeholders, policymakers and potential end-users' engagement and create a community of online stakeholders surrounding the project.

BALIHT's social media profiles are fully operational and use the graphic identity of the project.

News about the project and events as well as relevant publications will be posted on Twitter, Facebook and LinkedIn.

Direct linked to the three social media profiles are displayed on the project's homepage, as well as the latest tweets and Facebook posts.

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Day-to-day management

The Communication WP leader will manage the content of the three social media accounts.

All the partners will participate to the content creation by providing up-to-date information and input to the Communication WP leader.

Evaluation and adaptation

The different accounts will be updated weekly with news, articles, events or other relevant information.
The engagement of stakeholders will be monitored thanks to the available analysis tools (Hootsuite, Twitter Analytics, etc). The use of these tools will respect the GDPR rules.

Graphic design

The design of the social media accounts has been developed in line with the Graphical Charter of the project.

Facebook

A Facebook page has been created to disseminate BALIHT's progresses and results to active stakeholders and to engage these actors.

News and pictures about the project will be published alongside articles mentioning BALIHT.

Our team will update the Facebook page at least once a month.

Twitter

We created a Twitter account to engage stakeholders around BALIHT's activities.

Publications and retweets will be made of: news and pictures about the project, upcoming events (organised by the consortium or other relevant actors), published articles/news about relevant subjects for the project, etc…

Tweets will be published on a weekly basis.

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4. Conclusions

Four key communication channels have been developed. They will be integrated to the communication plan that will be developed up to M6.

These communication channels will be continuously updated and improved.

Impact will be measured thanks to management tools and this impact will be reported in the reports on Dissemination updates.

The Communication WP leader will discuss any developments for the website or social media accounts with the rest of the consortium and will gather input from the partners on a regular basis.

It is clear that the achievement of the website and social media accounts' goals depend on the combined efforts of all consortium members. Partners are to inform the Communication WP leader when disseminating any activities in regards to the Project.

Once other communication tools will be developed (video, leaflet, poster, etc), they will be integrated to the websites and social media when relevant.

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